THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir.

(b) The scheme for setting up of the Centre at Pune will take about 3 years to complete.

Holding of the International Film Festival at Pune

939. SHRI SURESH KALMADI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to hold an International Film Festival at Pune in the next few years; and

(b) if so, when the same will be held?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (b) The venue of the festival is decided every year by rotation from among the major film producing centres in India besides New Delhi, taking into account all relevant factors. No final decision has been taken about the next festival to be held in 1995, the Centenary year of cinema.

Revision of Advertisement Rates on Doordarshan

940 SHRI SURESH KALMADI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have revised advertisement rates on Doordarshan;

(b) if so, what are the details thereof; and

(c) what will be the additional revenue earned because of the revision in the rates?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir. Doordarshan has revised its advertisement rates which will come into effect from 21.03.1994.

(b) A Statement giving the salient features of the new rate card it annexed. *(See below).*

(c) The revised rate card has been devised with the objective of making sponsorship of programmes cost effective and spot-buys attractive. The actual im pact of the new rate card will be vesible only after 2-3 months.

Statement

Salient Features of the Revised Rate Card
General

(i) Sponsorship of film-based programmes of Doordarshan withdrawn. However, Premium Spots introduced in-between these types of programmes.

(ii) Discount for spot buy ads with more than 30 seconds duration introduced.

(iii) Surcharge on tie-up spots withdrawn.

(iv) Commercial breaks for outside programmes already introduced.

(v) Restriction on duration of corporate ads withdrawn.

(vi) Number of sponsors increased for National Network and Kendras.

NATIONAL NETWORK

(i) Reduction of spot buy for super A, A Special and A categories.

(ii) Banking of 30 seconds FCT for first five episodes of serials in Super A and A Special categories on National Network.

(iii) Sponsorship fee of both outside production and Doordarshan programmes reduced to make them cost-effective for sponsorship.

(iv) Spot buy rate before Samachar (8.30) PM and News in English (10.00 PM) reduced.